

## Program Data Sheet

Name of Event: Chocolate Chip Cookie Day		x	Pilot Program
			Revised program
			Repeat Program
Date: 5 March 2004	Day of Week: Friday	Time: 0900-1700	
Location: Frame & Craft	Information Phone #: 788-2729	Price: 10% discount framing day	
Program Coordinator: Arlene P. Wallace			
Phone #: 788-2728	Fax #: 788-3786	e-mail Address: wallacea@Monroe.army.mil	
Purpose of the Event: New event to get patrons in facility			
Indicator/Measure of Success: amount of framing taken in			
After Action Report (AAR) Comments from Prior Event(s):  none			

### Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Casemate/ ezine	Publicity				
In house	Equipment				
In house	Supplies				
	Audio/video				
	Decorations				
Baked at home	Food & Beverages				
	Procurement				
In house	Set-up / Clean-up				
	Other				

## After Action Report

### Financial Analysis

Sales:	\$1500	We took in over \$1500 worth of framing – this is after the 10% discount. Cog and nibd cannot be determined until actual framing is done.
COGS:		
Other Revenues:		
Labor:		
Other Expenses:		
NIBD:		

### Program Analysis

Attendance:	
Indicator/Measure of Success: We had 39 customers in shop that day.	
Elements to Change:  I baked too many cookies. Had 15 dozen on hand. 10 dozen will be plenty for next year. Or maybe still do the 15 dozen since the program will more than likely grow. Customers are asking me when our next discount day will be.	
Elements to Eliminate:	
Elements to Add:	
Other Comments: We had a steady flow of customers all day up till we closed. Also had customers who came in earlier in the week asking if they could turn their items in early and still get the discount. And of course we said yes.	